



Preventing accidental injury.

2006 Annual Report

Safe Kids Kansas, Inc. is a nonprofit coalition of 67 statewide and regional organizations and businesses, 5 local Coalitions, and 32 local Chapters. The mission of Safe Kids Kansas is to protect Kansas children ages 0-14 from accidental injury. Safe Kids Kansas is a member of Safe Kids Worldwide and is a federally recognized tax-exempt organization. Safe Kids member representatives and action committees meet on a quarterly basis, with the Board of Directors meeting monthly. Safe Kids Kansas is the recipient of the Safe Kids Worldwide Coalition of the Year Award in 1994 and 2004.

Accidental injury is the number one cause of death among children ages 0-14 in Kansas. Each year one out of four children needs medical attention for an accidental injury. We know our efforts are needed because as many as 90 percent of accidental injuries can be prevented. While there is no simple way, no one device or solution, to effectively prevent all types of accidental childhood injuries, Safe Kids combines several factors to create programs that reduce injuries to our children:

- Educating adults and children
- Creating safe environments, including provision and correct use of safety devices
- Advocating for effective public policy

The accidental injury death rate for Kansas children age 0-14 in the 10 years following the founding of Safe Kids Kansas has decreased 24 percent when compared to the previous 10 years. Keeping children safe is an investment – in their lives and in the future of Kansas. With education, resources and better laws to protect our children, we are making a difference.

Funding from a variety of sources, including the Kansas Department of Health and Environment (KDHE), State Farm Companies, Emergency Medical Services for Children Program, Kansas Department of Transportation (KDOT), Kansas State Fire Marshal, National Safe Boating Council, Topeka Community Foundation, Kansas NEA, Kansas Action for Children, Safe Kids Worldwide, and General Motors, as well as considerable in-kind support from member organizations allowed Safe Kids to implement the following programs in the state:

Buckle Up:

- Safe Kids Kansas continues to operate two Mobile Child Safety Seat Check Up Vans (one stationed in Lawrence and one in Wichita) to facilitate child safety seat education programs and check-up events in local communities. Since beginning the Mobile Van program in 2000, the vans have traveled over 60,000 miles to 641 community events at which 10,142 seats have been checked.

- An additional 32,104 seats have been checked at 992 local check-up events; for a total of 42,246 seats checked.
- In addition to van and community check-up events, the BUCKLE UP program also provides child safety seats to low-income families. In the last seven years, 21,421 child safety seats and booster seats have been distributed to low-income families through the program.
- During 2006 Safe Kids Kansas continued to distribute special needs car seats. A total of 55 special needs seats have been distributed in the last three years.
- Kansas now has 105 permanent child passenger safety fitting stations, including 15 loaner stations and 96 distribution centers.
- Due to passage of the booster seat law in 2006, special funding was received to purchase and distribute 600 booster seats at 14 locations in the state on July 1, 2006 (when the law went into effect). An additional 1,420 boosters were purchased for distribution in a 10 county area of NE Kansas.
- Special events were held in 18 communities in recognition on Child Passenger Safety Week, February 12-18, 2006.
- During the year, 36 child passenger safety trainings and workshops were conducted, training 642 advocates. Currently 614 CPS Technicians (4-day training) and 29 CPS technician instructors have been nationally certified in our state.
- During 2006, Safe Kids Kansas, in partnership with State Farm Companies and KDOT, sponsored the second annual Bucks for Buckles Program. On Friday, September 1, volunteers rewarded drivers and passengers who were “caught” properly restrained, with a dollar bill. The program was implemented in 44 Kansas communities where a total of \$5,448 was distributed.
- Safe Kids Kansas is a recipient of the Excellence in Accountability Award from Safe Kids Worldwide. The Buckle Up program has been credited with 28 lives saved in the past seven years.

Cycle Smart:

- Safe Kids received one additional *Ready to Roll* bike rodeo kit; the four kits were utilized at 29 community events around the state.
- The Coalition also facilitated local bike safety programs in 126 communities and distributed low cost or free bicycle helmets to 8,308 youth. Local Coalitions distributed an additional 2,641 helmets. Since the program’s inception, a total of 99,613 helmets have been distributed to Kansas children; 81,867 by Safe Kids Kansas and 17,746 by local Coalitions.
- The program was the recipient of the National Bell Sportsmanship Award in 2000, 2001, 2004, 2005 and 2006, for outstanding work in the area of bicycle safety. The program also received the Secretary’s Award for Excellence, the highest award given to community health promotion programs by HHS. The program has been credited with 10 lives saved.
- Safe Kids Kansas continued its partnership with the Kansas State Department of Education to sponsor Body Walk at which K-5th grade students learn about the brain and how important a helmet is in protecting the brain from injury. The interactive program was presented at 94 schools throughout the state in 2006, reaching 25,000 students. Each participating school received two bike helmets to award as incentive prizes to students.

Get Alarmed:

- During 2006, Coalitions distributed 1,571 smoke alarms and 520 carbon monoxide (CO) detectors through local programs in the state. A total of 16,202 smoke alarms and 1,690 CO detectors have been distributed since implementation of the program.
- Four local Coalitions facilitated juvenile firesetter prevention activities through the Y-FIRE program.
- The Get Alarmed program is a recipient of the First Alert McLean Stevenson National Award for outstanding work in the area of fire safety.

Emergency Response Training:

- Safe Kids operates a bilingual interactive 9-1-1 simulator, which helps children learn how to properly react during an emergency situation and how to properly call 9-1-1 in their area.
- In the last four years, more than 8,500 children and adults completed the simulation and education program at 71 community events.

Walk This Way:

- Safe Kids sponsored the seventh annual Walk to School Day in Kansas on October 5. Events were held by over 60 local community groups. In partnership with the Safe Routes to School program, information postcards about the program were sent to all school districts in the state.
- Reflective backpack tags were distributed to participating children.
- The flagship media event was held in Topeka at Whitson Elementary School.
- Since the program's inception, 107,074 children ages 5-9 have participated in the program.

Get In the Game:

- The Safe Kids Kansas SAFE KIDS Week 2006 initiative included co-sponsorship of Kansas Fitness and Safety Day on Friday, May 6. Over 17,000 third grade students, their parents, and teachers participated at 45 local sites across the state as well as two flagship events at Cedar Crest in Topeka and Fort Larned. Third grade students tested their safety skills in interactive relays which included "*Stop, Drop & Roll*", "*Dial 9-1-1*" and "*BEEP BEEP*" (smoke alarm test), "*Throw, Don't Go*" (water safety) and "*Swim Safe*" (life jackets). Safe Kids provided life jackets, bike helmets and smoke alarms to the host sites for their use.
- At Cedar Crest, the Governor's residence in Topeka, 700 students were greeted by Governor Kathleen Sebelius. Sports teams led attendees in warm ups to prepare for the active day. Coastie, a robot in the form of a Coast Guard tugboat, presented a water safety message to participating children.
- During the week, local Chapters held 38 events, such as safety fairs, bike rodeos and community pool events, which were attended by an additional 3,138 children.

Local Activities:

- Two new communities were approved as local chapter affiliates of Safe Kids Kansas: Finney and McPherson Counties. In addition, the Anderson County Chapter, through a new lead agency, expanded their efforts to cover both Anderson and Coffey Counties. Kansas now has five local Coalitions and 32 local chapter affiliates covering 76percent of Kansas children age 0-14.
- During the year, Safe Kids Kansas hosted bimonthly conference calls for local chapters and Coalitions and responded to 800 technical assistance requests from local health departments, schools, health care providers, and the public on a wide variety of child safety issues.
- All chapter affiliates signed new agreements with Safe Kids Kansas to comply with new national branding guidelines.
- Local programs partnered with a variety of local agencies to provide injury prevention programs such as Helmet Fairs, Share the Road Safely Task Force, Childproofing kits, Safety Fairs. New partnerships were developed with Parents University, Mental Health Agencies, Teen Pregnancy Programs and Foster Parent programs. Special mini-grant funding from KDHE was provided to 10 local communities. Additional safety devices provided by Safe Kids Kansas and local funders were distributed by local chapters and coalitions, including 1,704 gunlocks, 1,105 baby bath thermometers, 118 Personal Flotation Devices (PFD's) and 30 outlet covers.

Public Information and Education:

- Safe Kids Kansas' public information campaign targeted specific times of the year with the distribution of 49 news releases and media advisories to over 300 statewide media outlets in 2006. In addition to newspaper publication of the releases, Safe Kids staff responded to requests for 86 radio and television interviews from media.
- In the last 12 years, 3,048 calls from the public with questions about child safety issues have been received via the toll-free line utilized by the Coalition.
- The Safe Kids Web site at www.kansassafekids.org received 113,495 hits, up from 61,992 last year. A statewide calendar of events is now posted on the Web site.
- Media attended over 100 local events during the year.
- Following passage of the booster seat law in 2006, considerable effort was made to inform the public about the new law. Public education through the media began in March when the Governor signed the bill at a special booster seat fair. A booster Web site, www.kansasboosterseat.org was launched in June. The site includes information about law, best practice recommendations and frequently asked questions. Since its launch, it has received 9,176 hits.
- Safe Kids corresponded with all major retailers about the law and how it may affect booster seat demand and inventory.
- A booster law flyer and poster were developed and distributed to all K-3 grade teachers, day cares, preschools, Head Start, and local health departments in the state. Over 400,000 copies of the flyer have been printed with distribution ongoing.
- Safe Kids continues its partnerships with the Kansas Coordinated School Health Program and KS Leadership to Keep Children Alcohol Free.

Policy and Advocacy:

- A Policy Platform and Policy Priorities were adopted by the Coalition for 2006.
- The Coalition contracted for the services of a Legislative Liaison who fielded daily requests from legislators and participated in legislative meetings and hearings on behalf of Safe Kids.
- Seventeen legislative updates on safety legislation were sent to 530 individuals and 26 organizations during the 2006 legislative session.
- One of the highlights of the year was passage of the booster seat law.
- In partnership with Kansas Action for Children, a celebration/thank you reception was held for volunteers following the passage of the booster seat bill.
- Safe Kids also worked with legislators to introduce an unattended children in motor vehicles bill that passed both the House and Senate, but was held up in conference committee.
- Coalition members served on the Preventive Health Block Grant advisory committee and the National Child Passenger Safety Board. Staff also serve on the Advisory Board for the KS Safe Routes to School Program.
- As a result of these policy efforts, Safe Kids Kansas was awarded the Dr. Robert Sanders Award for Outstanding Public Policy Achievement in Child Passenger Safety at a conference in Washington D.C. in October, 2006.

Safe Kids Kansas, Inc. is a nonprofit Coalition of 67 statewide organizations and businesses dedicated to preventing accidental injuries to Kansas children ages 0-14. Local coalitions and chapters are located in Allen, Anderson, Atchison, Clay, Coffey, Dickinson, Doniphan, Douglas, Ellis, Finney, Ford, Franklin, Geary, Jackson, Jefferson, Johnson, Leavenworth, Marion, Marshall, McPherson, Meade, Mitchell, Montgomery, Nemaha, Osage, Pottawatomie, Republic, Rice, Riley, Saline, Smith, Shawnee, Wabaunsee, Wilson and Woodson Counties, as well as the cities of Chanute, Emporia, Leavenworth, Norton, Pittsburg, the Wichita Area and the Metro Kansas City Area. Safe Kids Kansas a member of Safe Kids Worldwide, a global network of organizations whose mission is to prevent accidental childhood injury.

www.kansassafekids.org